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CONSUMER TIME

R-36

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NETWORK: NBC

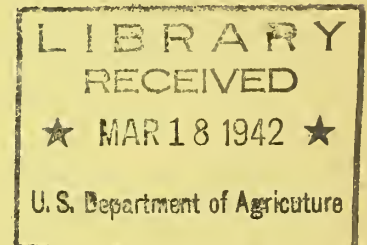
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Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with Defense and non-Defense agencies  
of the United States Government working for consumers.

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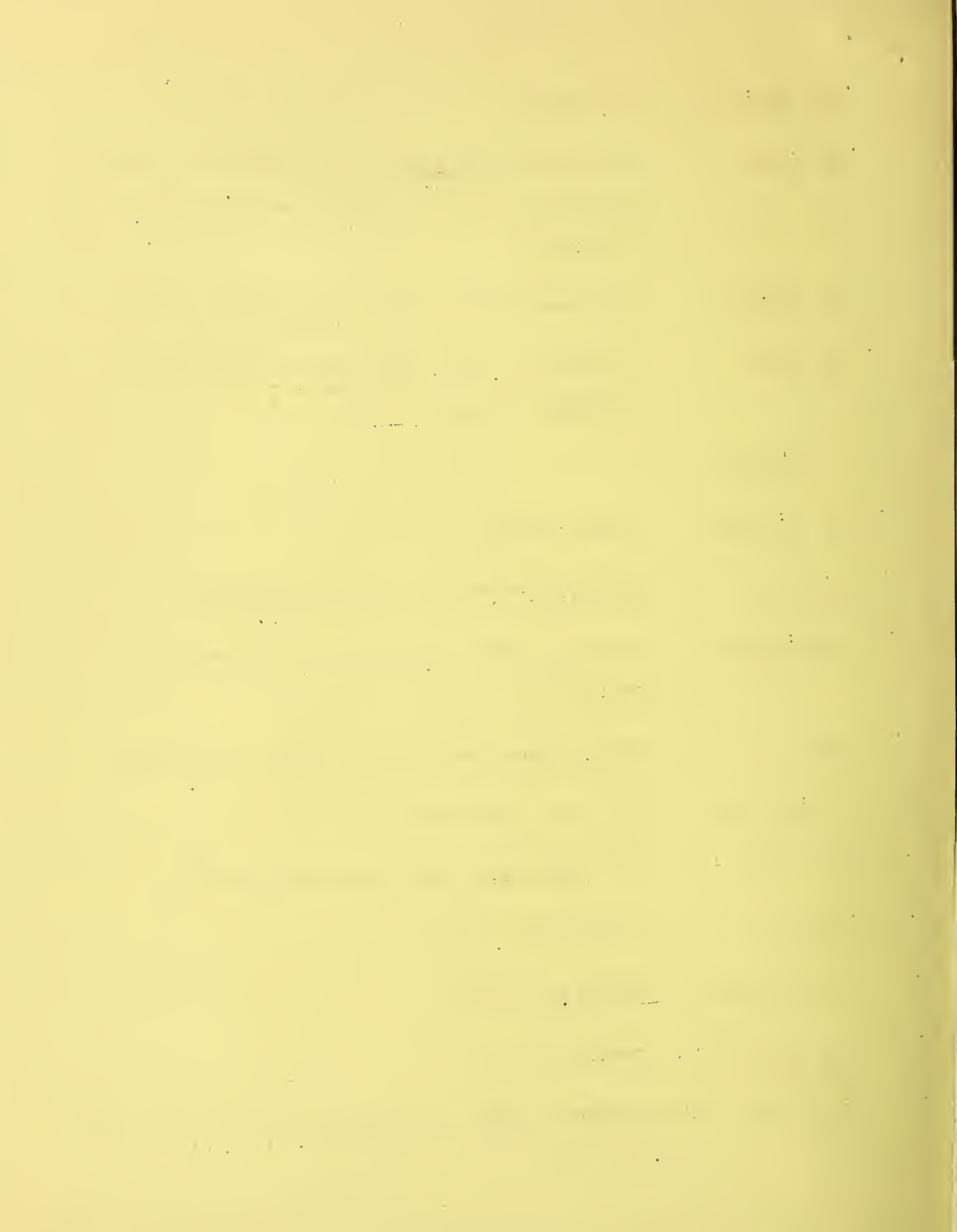
1. ANNOUNCER:            This is CONSUMER TIME.
2. SOUND:                CASH REGISTER - CLOSE DRAWER
3. NANCY:                    That's your money buying food.
4. SOUND:                CASH REGISTER
5. REPORTER:                That's your money paying for a home.
6. SOUND:                CASH REGISTER
7. NANCY:                    That's your money buying clothes and the thousands  
                                 of other things you need.
8. REPORTER:                That's you . . paying for these things . . money out  
                                 of your pockets.
9. SOUND:                CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: Are you getting the most for your money? Is it buying you the strength and health and courage that will mean victory for the American way?
- Each week at this hour CONSUMER TIME brings you facts that will make your pennies and dollars go farther and bring more of the things that you and all Americans need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with United States Government agencies working for consumers.
- And here today are your consumer reporters -- Nancy Ordway ---
11. NANCY: Reporting on sugar rationing.
12. ANNOUNCER: And Ken Banghart ---
13. KEN: Buy your coal now!
14. FREYMAN: Buy it now!
15. KEN: That's what I said, Mrs. Freyman.
16. FREYMAN: But I don't understand. Here the Government's been telling us consumers not to stock up on things ---
17. KEN: Coal is the one thing the Government wants you to stock up on. If you do, you'll be doing yourself and your country a big service.



18. FREYMAN: How's that?
19. KEN: Well, suppose you didn't buy coal right now. Suppose you let it go till next October, when you needed it. What then?
20. FREYMAN: Why, I suppose we'd phone the coal company, and ---
21. KEN: I'll tell you what. You'd phone the coal company all right, but when you did ---
- (PAUSE)
22. FREYMAN: Hello? Hello?
23. MAN: (FILTER) Yes, ma'am. Barnard Coal Company.
24. FREYMAN: I'd like to order some coal. How soon can you deliver it?
25. MAN: Sorry, ma'am. Can't make no promises on deliveries.
26. FREYMAN: Why - what do you mean?
27. DAVID: (AWAY FROM MIKE) What's the trouble, honey?
28. MAN: We jest haven't got it.
29. FREYMAN: But we need coal!
30. MAN: Sorry, ma'am ---
31. DAVID: (COMING ON MIKE) Here - let me talk to him. You hold the baby.





32. SOUND: BABY CRYING

33. FREYMAN: There, there, darling ---

34. DAVID: Hello. This is Mr. Freyman.

35. MAN: Yeah?

36. DAVID: Yeah. Say, what's the matter with you people. Why won't you deliver our coal?

37. MAN: Well, it's this way ---

38. DAVID: You can't tell me that some of your trucks haven't got tires on them!

39. MAN: Well, one of 'em's got tires all right, but ---

40. DAVID: Then you'd better pile some coal in it and hustle it over here.

41. MAN: But we haven't ---

42. DAVID: We've got to have coal! We're freezing - see? My wife here's got two sweaters on, and the baby's crying ---

43. MAN: (LOUDLY) Hey, mister - will you listen to me? Just one minute?

44. DAVID: Yes - go ahead.

45. MAN: Well, we can't get any coal ---



46. DAVID: You can't get any!
47. MAN: The railroads are all tied up - hauling soldiers, and airplane parts. Any coal they take goes to the factories.
48. DAVID: Well, what are we supposed to do?
49. MAN: Iunno, mister.
50. DAVID: (CONFIDENTIAL) Listen - how much do you want - just for a couple of tons?
51. MAN: Even that won't do any good.
52. DAVID: But I must get some! Can't you even sell me a few bags full?
53. MAN: Well, maybe ---
54. DAVID: How much?
55. MAN: A dollar and a quarter for a hundred pound bag.
56. DAVID: A dollar and a quarter! Why that makes it about --- twenty-five dollars a ton!
57. MAN: That's the price, Mr. Freyman. Take it or leave it.
58. DAVID: Okay - I'll take it. As much as you can bring.

(PAUSE)

59. KEN: (FADING IN) So you see, Mrs. Freyman ---



60. FREYMAN: Kes - is it that serious?
61. KEN: It looks that way.
62. FREYMAN: We won't be able to get coal next fall?
63. KEN: Maybe you'll be able to get it, but some folks in this country are going to have a pretty hard time.
64. FREYMAN: Is there going to be a shortage of coal?
65. KEN: Not exactly, - though of course, we're going to need a lot of coal - with more and more defense factories using it.
66. FREYMAN: But the real trouble is the railroads, eh?
67. KEN: That's it - the locomotives will be hauling troops, and the coal cars will be loaded with iron ore for making steel. Home consumers of coal will have to take a back seat.
68. FREYMAN: And will the price really go so high?
69. KEN: It may - unless you consumers and the Government can keep it down. During the last war, the price did go up - and plenty of people can still remember days without heat.
70. FREYMAN: But right now there's plenty of coal available - is that true?



71. KEN: That's true. And the Government hopes that all of you will fill up your bins during the spring - and not put extra strain on the railroads in the fall.
72. FREYMAN: How about the price now, Ken? I should think we could get coal cheaper - buying it out of season.
73. KEN: As far as we know, coal will be cheapest in April. It usually goes up a bit in May - and then some more - till it reaches its peak price in September.
74. FREYMAN: Then - by ordering it now - I'll not only be helping Uncle Sam, but my own pocketbook too -
75. KEN: And your dealer - If he knows how much he can sell, he can pass his order on to the coal mines - and they can ship the coal to his yard right away.
76. FREYMAN: But what about the trucks? Will they have tires enough to deliver the coal this spring?
77. KEN: I think so - though that problem is going to get increasingly worse. That's another reason why people who depend on truck delivery - especially those on farms, a long distance from the coal yards - ought to get their orders in now.
78. FREYMAN: But storing that coal - from now till fall. Does it keep well?





79. KEN: Well, some kinds of coal keep better than others.  
You ought to check that with your dealer.
80. FREYMAN: What's the best kind of coal to buy, Ken?
81. KEN: That depends upon a lot of things, Mrs. Freyman.  
The most important point to remember is that you're  
buying heat - not just coal.
82. FREYMAN: How do you mean?
83. KEN: Well, every different variety and grade and size of  
coal has its own number of BTU's.
84. FREYMAN: BTU's ---?
85. KEN: That's the measuring unit for heat - just as we  
have inches for measuring length. BTU stands for  
British Thermal Unit.
86. FREYMAN: (VAGUELY) Oh . . . But what is a British Thermal  
Unit?
87. KEN: It's the amount of heat you can produce by completely  
burning one kitchen match.
88. FREYMAN: Oh. That's more like it.



89. KEN: And every kind of coal contains a certain number of BTU's per pound. That's what you're buying when you buy coal. You want to get the most BTU's for your money - in the size of coal that's best for your particular furnace.
90. FREYMAN: I see. You mean that some coals are hotter than others. But how can I tell, Ken?
91. KEN: Well, here's something that'll help you find out. See - this chart ---
92. FREYMAN: Oh - what's that picture on the front - that house?
93. KEN: That's a diagram of the average home - showing you the spots you ought to check for leakage of heat.
94. FREYMAN: Say - that's good to know!
95. KEN: Well, here's the thing I particularly wanted to show you - over here on the other side. See - it tells you just how you can figure out the comparative costs of different kinds of coal.
96. FREYMAN: And the kind that will give me the most heat for the least money?
97. KEN: Uh-huh. Of course, there are certain facts you'll have to get from your dealer - as to price, and the number of BTU's for certain grades - and the size of coal that's best for your furnace. But this chart tells you just what to ask him.



98. FREYMAN: Now, wouldn't that be a grand thing to have! . . .  
Oh - and look over here. It gives directions for taking care of a furnace - with pictures showing the best way to put the coal in and work the dampers - and how to save coal ---
99. KEN: That's pretty important. If every housholder who uses coal would save just one shovelful every day, that would release twenty-one thousand freight cars for hauling other things ---
100. FREYMAN: How many?
101. KEN: Twenty-one thousand. And five hundred and ~~sixty~~ locomotives.
102. FREYMAN: Goodness! By saving just one shovelful a day!
103. KEN: Not to mention all the money they'd save. Why, I've known people to save a third on their fuel bill by using this chart. They just hang it up beside the stove or furnace, where it's handy ---
104. FREYMAN: Handy is right! I think everybody ought to have one of these.
105. KEN: Well, they can have one - as long as the supply holds out.
106. FREYMAN: You mean - you're giving them away?



107. KEN: We are - to anyone who asks ---
108. FREYMAN: All right. I'll take mine right now.
109. KEN: Sorry - you have to write in for them - to the  
Consumers' Counsel - Department of Agriculture -  
Washington, D.C.
110. FREYMAN: Okay. You can expect a card from me in the first  
mail.
111. KEN: Fine. And don't forget to order your coal now -  
for delivery this spring. Fill your bins as full  
as you can get them. This is one time you can do  
a patriotic service by buying ahead.
112. NANCY: (COMING ON MIKE) But only on coal. It's a  
different story when you come to sugar.
113. FREYMAN: I know that, Nancy!
114. NANCY: Sounds as if you've had some trouble getting sugar.
115. FREYMAN: I certainly have! Why, yesterday, when I went to  
the store with Mother Miles and Barbara ---
116. SOUND: FADE IN STORE SOUNDS. CASH REGISTER, OFF.
117. GROCER: (FADING IN) Mornin', ladies. Mighty fine day,  
don't ye think?
118. WOMEN: AD LIB REPLIES

State of Virginia

County of ...

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119. GROCER: Yes, sirree - mighty fine day. An' now - what can I do for ye?
120. MOTHER M: Now, let's see . . . Where did I put that grocery list?
121. BARBARA: Here it is, Mom - in your other hand.
122. MOTHER M: Oh yes . . . Two pounds of sugar ---
123. GROCER: Sorry, Mrs. Miles ---
124. MOTHER M: But I haven't bought any sugar all week!
125. GROCER: I can't help that.
126. FREYMAN: But ~~you~~ used to let me buy at least two pounds ---
127. GROCER: I know, but ---
128. MOTHER M: I need sugar, Mr. Grigsby. Just used the last spoonful this morning ---
129. FREYMAN: I need some too.
130. GROCER: Sorry, ladies. I'd be glad to sell it to ye, if I could.
131. MOTHER M: What do you mean? Somebody won't let you?
132. GROCER: I mean I haven't got any sugar.
133. MOTHER M: Haven't got any!



134. GROCER: Folks have bought out my whole supply.
135. FREYMAN: Oh - hoarders, huh?
136. GROCER: Sure - they come in here and buy two pounds - and then send their daughter in to buy two more - and then their son ---
137. MOTHER M: Well, why do you let them?
138. GROCER: I can't keep track of everybody's families, Mrs. Miles. Have a hard enough time keepin' track o' my own.
139. FREYMAN: But that's terrible - those hoarders grabbing up all they can get! Then folks like us, who only buy things when we really need them ---
140. MOTHER M: Or who can't afford to buy ahead ---
141. FREYMAN: Sure - we get left out!
142. GROCER: Sorry - but I don't know what I can do about it.
143. FREYMAN: Well, somebody ought to do something!
144. SOUND: F.A.D.E OUT STORE SOUNDS.
145. NANCY: Well, somebody is doing something, Mrs. Freyman.  
The Government's going to ration sugar, as you know.
146. FREYMAN: Will that stop the hoarding, Nancy?



147. NANCY: Of course it will. Everybody who can afford to buy will have an equal chance to get it.
148. FREYMAN: How can you be sure we will?
149. NANCY: Because you'll all have a book of stamps entitling you to just so much sugar per week.
150. FREYMAN: Where will we get the stamps?
151. NANCY: At the school nearest your house. That's when the rationing plan starts. You'll just go there and register, and you'll receive stamps entitling you to buy a certain amount of sugar.
152. FREYMAN: How much?
153. NANCY: Well, that depends on how many people are in your family. You see, each person will be entitled to something less than a pound per week. And nobody - no matter how much money he has - will be able to buy any more.
154. FREYMAN: Hmmm! This rationing plan sounds really democratic.
155. NANCY: It is democratic. We're all treated the same way.
156. FREYMAN: Democratic maybe, but still and all, it doesn't seem like very much . . .
157. NANCY: Well, let's see. How much sugar do you figure you need?



158. FREYMAN: About two teaspoons for my coffee in the morning - and one on my cereal - and one teaspoon in my tea at night ---
159. NANCY: About four teaspoons full per day.
160. FREYMAN: Let's say five - for good measure.
161. NANCY: All right - five. That makes thirty-five teaspoons of sugar per week - only five ounces.
162. FREYMAN: Only five!
163. NANCY: Uh-huh. There are seven level teaspoons of sugar to an ounce.
164. FREYMAN: Why, then I'll have plenty of sugar in my ration - and some left over for cakes and desserts!
165. NANCY: Sure you will - especially when you put your husband's ration in with yours, and your baby's ration, too.
166. FREYMAN: Then - I don't see any reason for people hoarding.
167. NANCY: There isn't any reason - except that some people are always afraid they won't get as much as somebody else. This way nobody can get more than his ration - whatever the Government decides upon.
168. FREYMAN: But what about later in the year? When we start our home canning. We'll need more sugar then.





169. NANCY: Well, the Government's trying to help us conserve sugar - for the time when we will be canning.
170. FREYMAN: Yes, and - I suppose we'll all be doing more home canning than usual this year.
171. NANCY: Sure we will - and sugar's going to be at a premium then.
172. FREYMAN: Does that mean the price will go up?
173. NANCY: Don't you remember what Donald Montgomery said about that a couple of weeks ago?
174. FREYMAN: Oh yes . . . He said - there's no reason at all for the price of sugar going up now.
175. NANCY: Right. And Mr. Henderson said - if you find your retail price is more than a penny on a five-pound bag higher than last December you should protest to your storekeeper. "Any increase much greater than that," he said, "is profiteering pure and simple."
176. FREYMAN: Well, I'm glad the Government gives us advice like that.
177. NANCY: So am I. Maybe our Consumers' Counsel has some more advice for us today. How about it, Mr. Montgomery.
178. MONTGOMERY:



179. FREYMAN: Well, thanks for the tip, Mr. Montgomery. I'll keep my eye on those cans.
180. MONTGOMERY: That's the spirit, Mrs. Freyman. I hope you'll be listening in to CONSUMER TIME next week ---
181. FREYMAN: Listening in! Won't I be here?
182. MONTGOMERY: No, the program won't even be here. But there'll be something extra special on CONSUMER TIME.
183. FREYMAN: What do you mean?
184. MONTGOMERY: You just listen in and see. It's quite exciting.
185. FREYMAN: All right - I will. But right now I want to know how I can get my copy of that coal chart. How about it, Ken?
186. KEN: All you have to do to get it is write to the Consumers' Counsel - Department of Agriculture - Washington, D.C.
187. FREYMAN: Consumers' Counsel - Department of Agriculture - Washington, D.C.
188. KEN: Right. And just tell us you want your free copy of the coal chart. But be sure to give us your own name and address - and the call letters of the radio station to which you're listening.



189. FREYMAN: I won't forget. You know, I think that chart's going to be awfully handy - hanging alongside our furnace. My husband shouldn't object too much fixing to fixing the fire - if he has the direction right there for doing it in the shortest possible time.

190. KEN: And in the best possible way. Remember - if you follow the directions on this chart, you may save as much as thirty percent on your coal bill.

191. FREYMAN: That's good news to my ears!

192. KEN: And next week CONSUMER TALK will bring you more valuable news from your Consumers' Counsel in the Department of Agriculture - in a special program presented in cooperation with United States Government agencies working for consumers.

CONSUMER TALK is a public service feature of NBC and has come to you from Washington.

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